



CAREER CLUSTER
Marketing

INSTRUCTIONAL AREA
Customer Relations

RETAIL MERCHANDISING SERIES EVENT

PARTICIPANT INSTRUCTIONS

PROCEDURES

1. The event will be presented to you through your reading of these instructions, including the Performance Indicators and Event Situation. You will have up to 10 minutes to review this information to determine how you will handle the role-play situation and demonstrate the performance indicators of this event. During the preparation period, you may make notes to use during the role-play situation.
2. You will give an ID label to your adult assistant during the preparation time.
3. You will have up to 10 minutes to role-play your situation with a judge (you may have more than one judge).
4. You will be evaluated on how well you meet the performance indicators of this event.
5. Turn in all your notes and event materials when you have completed the role-play.

PERFORMANCE INDICATORS

1. Reinforce service orientation through communications.
2. Explain the nature of positive customer relations.
3. Explain the use of descriptive statistics in marketing decision making.
4. Explain the nature of marketing plans.
5. Demonstrate a customer-service mindset.

EVENT SITUATION

You are to assume the role of vice president of marketing for OLSON DRUGS, a regional pharmacy chain. The chief operations officer (COO) of OLSON DRUGS (judge) has asked you to prepare a plan to improve customer service.

OLSON DRUGS is a regional pharmacy chain with 300 stores located in six states. For 60 years, OLSON has served the needs of its customers with over-the-counter and prescription medications, cosmetics, photo, household and basic electronic products.

Over the past month, OLSON DRUGS conducted field research on the quality of customer service being offered in its retail stores. One of the more disturbing findings was the manner in which OLSON customers are treated at the end of a sales transaction by cashiers. Many customers never heard cashiers say “thank you” to conclude a transaction at one of the store’s pay stations. Specifically, 62% of the time customers experienced the following at the end of the transaction:

- The cashier said absolutely nothing at all.
- The cashier used the phrase “there you go” or something similar.
- The cashier gave an inaudible response that couldn’t be understood.

The chief operations officer (judge) has asked you to produce a plan that includes analyses and recommendations on the following:

1. the importance of the end of every customer sales transaction
2. why cashiers appear to have a non-caring attitude
3. a plan to improve the customer service performance of OLSON cashiers

You will present your plan to the chief operations officer (judge) in a role-play to take place in the chief operations officer’s (judge’s) office. The COO (judge) will begin the role-play by greeting you and asking to hear your ideas. After you have presented your plans and have answered the chief operating officer’s (judge’s) questions, the COO (judge) will conclude the role-play by thanking you for your work.

JUDGE'S INSTRUCTIONS

DIRECTIONS, PROCEDURES AND JUDGE'S ROLE

In preparation for this event, you should review the following information with your event manager and other judges:

1. Procedures
2. Performance Indicators
3. Event Situation
4. Judge Role-play Characterization
Participants may conduct a slightly different type of meeting and/or discussion with you each time; however, it is important that the information you provide and the questions you ask be uniform for every participant.
5. Judge's Evaluation Instructions
6. Judge's Evaluation Form
Please use a critical and consistent eye in rating each participant.

JUDGE ROLE-PLAY CHARACTERIZATION

You are to assume the role of chief operations officer of OLSON DRUGS, a regional pharmacy chain. You have asked your vice president of marketing (participant) to prepare a plan to improve customer service.

OLSON DRUGS is a regional pharmacy chain with 300 stores located in six states. Over the past month, OLSON DRUGS conducted field research on the quality of customer service being offered in its retail stores. One of the more disturbing findings was the manner in which OLSON customers are treated at the end of a sales transaction by cashiers.

Many customers never heard cashiers say "thank you" to conclude a transaction at one of the store's pay stations. Specifically, 62% of the time customers experienced the following at the end of the transaction:

- The cashier said absolutely nothing at all.
- The cashier used the phrase "there you go" or something similar.
- The cashier gave an inaudible response that couldn't be understood.

You have asked the vice president of marketing (participant) to produce a plan that includes analyses and recommendations on the following:

1. the importance of the end of every customer sales transaction
2. why cashiers appear to have a non-caring attitude
3. a plan to improve the customer service that customers receive from OLSON cashiers

The vice president of marketing (participant) will present the plan to you in a role-play to take place in your office. You will begin the role-play by greeting the vice president of marketing (participant) and asking to hear about his/her ideas.

During the course of the role-play you are to ask the following questions of each participant:

1. How will we evaluate the plan you recommended to determine if the it is working?
2. How will you communicate your plan to OLSON employees and managers?

Once the vice president of marketing (participant) has presented the plan and has answered your questions, you will conclude the role-play by thanking the vice president of marketing (participant) for the work.

You are not to make any comments after the event is over except to thank the participant.

JUDGE'S EVALUATION INSTRUCTIONS

Evaluation Form Information

The participants are to be evaluated on their ability to perform the specific performance indicators stated on the cover sheet of this event and restated on the Judge's Evaluation Form. Although you may see other performance indicators being demonstrated by the participants, those listed in the Performance Indicators section are the critical ones you are measuring for this particular event.

Evaluation Form Interpretation

The evaluation levels listed below and the evaluation rating procedures should be discussed thoroughly with your event chairperson and the other judges to ensure complete and common understanding for judging consistency.

Level of Evaluation	Interpretation Level
Exceeds Expectations	Participant demonstrated the performance indicator in an extremely professional manner; greatly exceeds business standards; would rank in the top 10% of business personnel performing this performance indicator.
Meets Expectations	Participant demonstrated the performance indicator in an acceptable and effective manner; meets at least minimal business standards; there would be no need for additional formalized training at this time; would rank in the 70-89 th percentile of business personnel performing this performance indicator.
Below Expectations	Participant demonstrated the performance indicator with limited effectiveness; performance generally fell below minimal business standards; additional training would be required to improve knowledge, attitude and/or skills; would rank in the 50-69 th percentile of business personnel performing this performance indicator.
Little/No Value	Participant demonstrated the performance indicator with little or no effectiveness; a great deal of formal training would be needed immediately; perhaps this person should seek other employment; would rank in the 0-49 th percentile of business personnel performing this performance indicator.

JUDGE'S EVALUATION FORM

RMS
STATE EVENT 2010

DID THE PARTICIPANT:

1. Reinforce service orientation through communications?

Little/No Value

0, 2

Attempts at reinforcing service orientation through communications were inadequate or unclear.

Below Expectations

4, 6, 8

Adequately reinforced service orientation through communications.

Meets Expectations

10, 12, 14

Effectively reinforced service orientation through communications.

Exceeds Expectations

16, 18

Very effectively reinforced service orientation through communications.

2. Explain the nature of positive customer/client relations?

Little/No Value

0, 2

Attempts at explaining the value of positive customer relations were inadequate or unclear.

Below Expectations

4, 6, 8

Adequately explained the value of positive customer relations.

Meets Expectations

10, 12, 14

Effectively explained the value of positive customer relations.

Exceeds Expectations

16, 18

Very effectively explained the value of positive customer relations.

3. Explain the use of descriptive statistics in marketing decision making?

Little/No Value

0, 2

Attempts at explaining the use of descriptive statistics in marketing decision making were inadequate or unclear.

Below Expectations

4, 6, 8

Adequately explained the use of descriptive statistics in marketing decision making.

Meets Expectations

10, 12, 14

Effectively explained the use of descriptive statistics in marketing decision making.

Exceeds Expectations

16, 18

Very effectively explained the use of descriptive statistics in marketing decision making.

4. Explain the nature of marketing plans?

Little/No Value

0, 2

Attempts at developing a marketing plan were inadequate or unclear.

Below Expectations

4, 6, 8

Adequately developed a marketing plan.

Meets Expectations

10, 12, 14

Effectively developed a marketing plan.

Exceeds Expectations

16, 18

Very effectively developed a marketing plan.

5. Demonstrate a customer-service mindset?

Little/No Value

0, 2

Attempts at demonstrating a customer-service mindset were inadequate or unclear.

Below Expectations

4, 6, 8

Adequately demonstrated a customer-service mindset.

Meets Expectations

10, 12, 14

Effectively demonstrated a customer-service mindset.

Exceeds Expectations

16, 18

Very effectively demonstrated a customer-service mindset.

6. Overall impression and response to the judge's questions.

Little/No Value

0, 1

Demonstrated few skills; could not answer the judge's questions.

Below Expectations

2, 3, 4

Demonstrated limited ability to link some skills; answered the judge's questions adequately.

Meets Expectations

5, 6, 7

Demonstrated the specified skills; answered the judge's questions effectively.

Exceeds Expectations

8, 9, 10

Demonstrated skills confidently and professionally; answered the judge's questions very effectively and thoroughly.

Judge's Initials _____

TOTAL SCORE _____